



CITY OF LONGVIEW COMPREHENSIVE PLAN AND DEVELOPMENT GOALS

The City of Longview's Land Use Development Goals serve as the City's long-range plan for development. The process used in developing the goals and accompanying map involved public hearings, the use of two separate task forces, the Planning & Zoning Commission, the City Council, and the citizens.

This map and accompanying development goals are intended to help shape future development and guide it in a manner that is compatible with the community's desired outcomes.

Longview's history of land use and development has been largely defined by annexation. Much of the growth in population and land can be attributed to annexation. As such, much of the property and land use was defined prior to annexation. As portions of Longview have become part of the larger community, the land uses may have altered due to adjacent properties' land use. This evolution of tying varying historical areas and land uses together leaves the community with a challenge of cohesiveness.

These Development Goals and Future Land Use Map represent a departure from the traditional method that the City of Longview has used. This map attempts to form a cohesive community and acknowledges areas of town that would benefit from more specific guidance and areas of town that would benefit from redevelopment efforts. Both of these needs have been incorporated into the process by using the Smart Growth Strategy supported by the American Planning Association (APA). Many communities have realized the need for balanced growth and development and the Smart Growth strategy provides for this balance.

Smart Growth recognizes the concept of developing "livable" cities. Livability suggests, among other things, that the quality of the built environment and how well the natural environment is preserved directly affects our quality of life. Smart Growth calls for the investment of time, attention, and resources to restore community and vitality. Smart Growth advocates for development that promotes a balanced mix of land uses and transportation systems that accommodate pedestrians, bicycles, transit and automobiles.

The City of Longview is poised to use Smart Growth for the following reasons:

- Determine direction and location of future growth
- Improve the quality of life
- Enhance the tax base

Smart Growth initiatives focus on housing, transportation, the environment and land use to achieve the goals of the City. The following are the City's initiatives in guiding future development:

Housing

- Accommodate social and community needs in all areas by providing for balanced housing within all communities for all income levels.

- Permit infill or redevelopment that is appropriate, will not disrupt existing neighborhoods, and where adequate public facilities exist.
- Identify areas of substandard housing in the city and create incentives to improve the existing housing or replace it with new housing or more appropriate uses.
- Permit accessory dwelling units, two-family housing units and apartments in order to meet societal commitments.
- Adopt new zoning with flexible provisions to encourage the preservation of large, older homes and lots.
- Preserve and enhance established neighborhoods by using performance standards to guide the conservation of valued existing neighborhood characteristics, encouraging private investment and financing for preservation of established neighborhoods.
- Maintain the existing housing stock through steps which encourage rehabilitation, exterior maintenance and increased energy efficiency.
- Permit residential uses in the upper stories of central business district (CBD) buildings to encourage greater use of the available space in the CBD and provide housing.
- Adopt more flexible ordinances for planned unit developments, cluster homes, and other innovations in housing development and encourage their use.
- Provide greater locational flexibility for larger coordinated housing projects proposing mixed dwelling types through the planned development process.
- Locate high density residential projects on sites of sufficient size to accommodate proper buffering, adequate off-street parking, landscaping and flexibility in site design and layout.
- Provide residential areas with access to shopping, recreational, and employment centers that are convenient for automobile, and to the extent practicable, mass transit, pedestrian, and bicycle traffic in order to minimize energy consumption, air pollution and traffic congestion.
- Determine appropriate density of development in residential areas by considering natural constraints, public facilities, streets, public transportation, neighborhood characteristics, and community needs.

Transportation

- Encourage access to a variety of transportation choices.
- Provide pathways and bike lanes throughout the city, particularly in school zones.
- Require interconnection between developments, which promote the establishment of neighborhoods and provide safe and convenient access to neighborhood facilities, parks and schools.
- Require new developments to provide adequate street right-of-way for public use.
- Prohibit direct access from any residential parcel to arterial roadways and discourage direct access from individual residential parcels to a collector street.
- Locate medium to high-density multiple-family projects on major streets specifically designated as a collector, and in areas immediately surrounding retail and service activities.
- Assure utilization of collector streets to channel major traffic movements into and out of separate areas of the community and to ensure that such movement is accomplished safely at desired speeds.

- Discourage short cul-de-sacs and encourage through-streets to provide connectivity between neighborhoods through design such as providing at least two points of egress to new residential developments unless geographically impossible.
- Minimize adverse impacts on residential neighborhoods of traffic moving to and from expressways and arterial roadways.
- Provide access to industrial areas in a manner which prevents traffic through residential areas.
- Minimize curb cuts (driveways) onto major thoroughfares. Provide access roads parallel to thoroughfares, and shared by several adjacent uses, when appropriate through the development review process and planning.

Environment

- Preserve existing mature trees in new developments.
- Require reasonable tree preservation.
- Provide rigorous protection of unique assets of the natural environment.
- Maintain and create green areas near residential developments.
- Highlight natural landscape assets.
- Provide landscaping and screening to add to the aesthetic quality of developed and developing properties.
- Preserve open space and environmentally sensitive areas such as areas within the floodplain and floodway, natural tree stands, and other sensitive areas related to soil, slope, water table, stormwater runoff or mineral resources in order to prevent loss of natural resources.
- Locate development in such a manner as to minimize the negative impact on the environment.
- Encourage landscaping beyond minimum ordinance requirements.

Land Use and Design

Land Use

- Encourage compact land use patterns.
- Promote existing, underutilized commercial and industrial areas for redevelopment.
- Restrict areas with adequate public facilities and environmental conditions suitable for industrial development from being developed for residential or other low intensity uses.
- Encourage mixed-use development in areas where municipal services and public facilities are already present or where service extensions can be easily accomplished.
- Encourage non-neighborhood retail development (i.e. high intensity retail/commercial activity) to locate in other retail centers and not adjacent to residential neighborhoods.

Design

- Encourage entryways into the City to uphold a higher standard in aesthetic quality, landscaping and other design standards to add to the initial impression of the City for visitors and citizens.

- Locate large commercial and industrial development close to major thoroughfares with careful access controls and sufficient buffers from the roadway, any adjacent residential area or areas of less intense uses.
- Limit development to areas where adequate public facilities and municipal services already exist or where extensions can be easily accomplished or are financially viable.
- Cluster large lot commercial uses to minimize their impact on surrounding uses and traffic patterns.
- Encourage better, safer design of parking lots including landscape medians and other design techniques to direct traffic and reduce cut-through traffic.
- Prohibit outside lighting which produces glare or direct illumination across a property line and creates a nuisance or detracts from the use or enjoyment of adjacent property.
- Locate non-residential uses in such a manner that their impact on adjacent residential areas will be minimized by discouraging the placement of loading zones, vehicle maintenance areas, lighting, dumpsters and outside storage adjacent to the residential areas and along street fronts. Screen uses where visible from the street and adjacent properties.

Architecture

- Encourage preservation through adaptive use of historically and/or architecturally significant properties.
- Protect the cultural and unique architectural aspects of the community.
- Encourage quality development through higher architectural standards with emphasis on quality material and design, while not dictating any particular architectural style.

Central Business District

- Encourage street level retail uses in buildings in the CBD.
- Enhance the CBD to attract appropriate, viable uses through development and redevelopment efforts of the private and public sectors.
- Preserve the character of the CBD by maintaining some degree of conformity of design and scale. Preserve structures of local historic or architectural significance, unless they have become a detriment to public health, safety and/or welfare.
- Seek to preserve the character and improve the general appearance of the City, with special emphasis on the CBD through the establishment of design standards and incentives to guide exterior renovations, signs, landscaping, access walks, etc. in residential and non-residential development.

Neighborhood services and support facilities

- Provide adequate support facilities such as parks, schools and convenience shopping areas for each residential neighborhood.
- Provide sufficient neighborhood and community-wide service and shopping facilities distributed throughout the community, having adequate opportunity for expansion.
- Provide neighborhood convenience shopping adjacent to residential area. Coordinated neighborhood shopping centers of groups of stores which primarily provide goods and services to local residents, such as grocery stores, pharmacies and laundromats, shall be allowed in residential areas.

Industrial development

- Provide sufficient opportunities for industrial development at locations with suitable access, adequate community facilities and without serious environmental or land use limitations.
- Protect industrial areas from the encroachment of non-industrial uses that could inhibit the full expansion of industrial use.
- Separate or buffer new industrial uses from surrounding uses and landscaped along road frontage. Locate heavy industrial uses on the edges of the community away from existing or projected residential growth areas and opposite the prevailing winds.
- Locate and screen industrial uses such as salvage yards to minimize visual impact on the community.
- Prohibit residential and other low intensity development in areas with the public facilities and environmental conditions suitable for industrial development.

Research Parks

- Permit Research Parks to any use charged with basic research design or experimental product development, office buildings of an executive, sales or administrative nature incidental to basic research, or light assembly (such as fabrication of electronic components or similar assembly operations). Restrict uses emitting noise, glare, odor or produce industrial waste products operations.
- Encourage development of Research Parks (High-Tech Industries) in appropriate locations throughout the city including commercial and some office and retail areas.
- Require Research Parks to have direct access to major thoroughfares to avoid the concentration of traffic in or through adjacent residential areas.
- Allow minimum size of a research park to be three acres. Approval shall be through the Planned Development process, especially when it is to be located adjacent to or within an office or retail area.
- Require Research Parks to be of a scale and configuration to blend into adjoining uses. Require appropriate landscaping and screening to buffer any adjacent residential uses to create a park-like atmosphere.

The Future Land Use Map is a graphic representation of the Land Use Development Goals. It is intended to serve as a guide in establishing appropriate mixes and intensities of land use throughout the city. **It is not the intent of the Future Land Use Map to identify exact use on a parcel-by-parcel basis.** Furthermore, **it is not a zoning map**; however, it does have a close relationship with the zoning map, in that **it is used in part to determine the appropriateness of zoning requests.** Finally, it must remain flexible, being changed and updated to meet both new policies and changes in development trends and patterns. The map does not suggest the immediate elimination of all uses not in conformance with its recommendations. Rather, in most cases, land uses not in conformance with the future land use plan should be allowed to continue, but be discouraged from expanding.

The Land Use Development Goals represent the City's objectives and policies regarding the growth and development of Longview. The Goals identify appropriate locations for different land uses, lessen negative land use impact, provide methods for interfacing different land uses, and finally, are used to develop the Future Land Use Map. **The Goals' objectives and policies**

are specific enough and designed to be used in the day-to-day evaluation of development proposals on a case-by-case, parcel-by-parcel basis. As each new development proposal is submitted for review, it should be evaluated by determining its compliance with the pertinent development policies. It is of utmost importance that the development policies be applied consistently to every development proposal.

Where appropriate, new development should be responsible for the cost of improvements. The cost of required improvements to a subdivision that are to exclusively serve the property owners of that subdivision shall be borne by the developer or property owners. In addition, the following plans and studies are to be used in conjunction with the future land use goals and map:

- 21st Century Committee Report
- Parks, Recreation and Open Space Plan
- Consolidated Action Plan
- Housing Plan (PHA)
- Master Drainage Plan
- Transportation 2025: Longview Metropolitan Transportation Plan
- Capital Improvements Plan
- Annexation Policy

The value of the development policies is that they will remain useful for a long period of time. **They are precise enough to be applied directly to development proposals** and they can be easily updated. To keep the development goals and objectives current, it will be necessary to periodically review and modify them to reflect changes in community attitudes, lifestyles and building technology.

The City will strive to make development decisions predictable, fair and cost effective. The City will encourage community and stakeholder collaboration in development decisions. Affected individuals, groups, or agencies will be consulted on development proposals to ensure community-wide coordination. In addition, the City will work towards cooperative efforts with Gregg and Harrison Counties.